



Woods & Associates: Building Valuable Networks For Las Vegas

In Las Vegas, Nevada, the residential construction market is booming! With a net gain of approximately 5,000 people each month, the opportunity to spread the news about ENERGY STAR is tremendous. If Roger Woods, President of Woods & Associates has anything to do with it, Las Vegas will become the model city for ENERGY STAR Labeled Homes in the United States.

Woods & Associates is a consulting engineering firm that has developed a coalition of ENERGY STAR Partners during the past three years. They focus on the "house as a system" and "quality control" approaches to building homes.

Working directly with builders has been key to their growth. "We approach the market to provide an energy-efficient product that is cost-effective to the builder—and to the buyer," said Mr. Woods. "To ensure the success of the program, you have to understand what motivates the builders and know what market niche they are selling to. Ultimately, the success of ENERGY STAR is entirely dependent on the acceptance and direct involvement of the sales force, mortgage partner, subcontractors, and the project superintendent," said Mr. Woods.

Networking with allies also has been valuable to add the quality control approach of Woods & Associates. "Utilizing diagnostic testing as a quality control measure, we've earned each other's trust—they trust our designs and we trust their installations," Mr. Woods said.

An exciting new discovery for this coalition is the opportunity to leverage more from their marketing efforts. They are joining forces at trade shows, meeting quarterly to discuss new opportunities, and working to raise consumer awareness of energy-efficient, ENERGY STAR Labeled Homes in the Las Vegas market.

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